

The TRUTH Campaign Launches 2006 Contest with Retro Bell-bottom Bash

WHO/WHAT: The Utah Department of Health invites Utah's fourth- and fifth-graders to boogie down to the Hollywood Connection for the "Bounce in Bell-bottoms Jump Rope Competition." The 70's-style competition will launch the 2006 TRUTH from Youth Anti-tobacco Advertising Contest which has a retro "Walk the Red Carpet" theme. A costume party and bell-bottom jump rope competition will take place while attendees rock out to a Paul Green School of Rock 70's band performance.

Youth are invited to come dressed in their funkier 70's clothes and jump rope their way to victory in a huge pair of bell-bottom pants painted with anti-tobacco messages. Awards will be given for the most dy-no-mite jump rope trick and the grooviest jump roper with the longest-time. Prizes include an iPod Shuffle and a DVD player and recorder.

WHEN: Saturday, September 23, 2006 from 11:30 a.m.-1:30 p.m.

WHERE: Hollywood Connection
3217 South Decker Lake Dr.
West Valley City

WHY: The "Bounce in Bell-bottoms Jump Rope Competition" will launch the 2006-07 TRUTH from Youth Anti-tobacco Advertising Contest. This year's contest theme is "Walk the Red Carpet" with a retro twist. The TRUTH Contest invites Utah's fourth- and fifth-graders to create a television, radio or billboard/poster advertisement with an anti-tobacco message. The winner will receive cash, prizes, a limo ride and the opportunity to produce their idea into a real ad.

Each day more than 1,500 people under the age of 18 become regular smokers. That is more than one million teens per year. Almost one-half will eventually die from a tobacco-related disease. The TRUTH Campaign educates youth about the dangers of tobacco. The campaign is an educational tool to help youth make the decision to stay tobacco free for the rest of their lives.

For more information visit www.youthagainsttobacco.com.